



Howard/Olson

RESOLUTION NO. 6667

WHEREAS, the Board of Directors has determined it is in the best interest of the District, its employees, and its customer-owners to establish written policies that describe and document OPPD's corporate governance principles and procedures; and

WHEREAS, each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process; and

WHEREAS, the Board's Customer and Public Engagement Committee (the "Committee") is responsible for evaluating Board Policy SD-13: Stakeholder Outreach and Engagement on an annual basis. The Committee has reviewed the 2024 SD-13: Stakeholder Outreach and Engagement Monitoring Report and finds OPPD to be sufficiently in compliance with the policy as stated.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of Omaha Public Power District hereby accepts the 2024 SD-13: Stakeholder Outreach and Engagement Monitoring Report, in the form as set forth on Exhibit A attached hereto and made a part hereof, and finds OPPD to be sufficiently in compliance with the policy as stated.

SD-13: Stakeholder Outreach & Engagement Customer & Public Engagement Committee Report October 2024

Lisa Olson
Vice President, Public Affairs

SD-13: Stakeholder Outreach & Engagement

As a publicly owned utility, OPPD is committed to engaging its customers, the community and other stakeholders. **OPPD shall:**

1

Use an integrated, clear and transparent engagement process that:

- ▶ Provides meaningful ways for customer-owners to participate and provide feedback.
- ▶ Is representative of the interested and/or impacted customer-owner segments that OPPD serves.

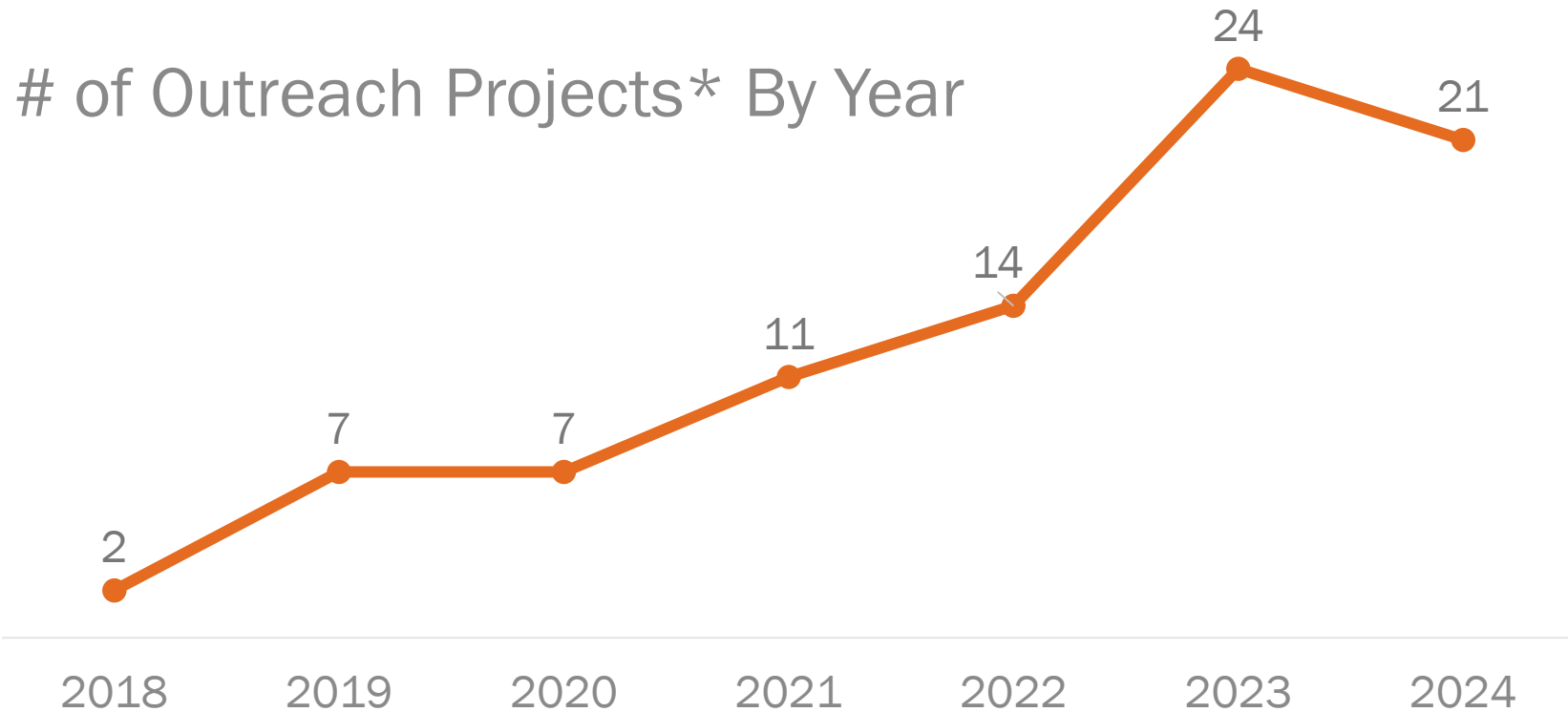
2

Share context with customer-owners around key decisions.

3

Continuously evaluate and improve its outreach and engagement processes.

Outreach and engagement projects have increased in number more than tenfold (1000%) since 2018.



Major Projects 2021-2024**

- Landfill Solar Feasibility
- Platteview Solar
- SD-9 Revision
- PURPA
- Turtle Creek Station
- Standing Bear Lake Station
- North Omaha Extension
- COP
- Cass to Sarpy Transmission
- Omaha Streetcar
- NCS Levee & Landfill
- K-Junction

** This list is not all inclusive, only representing a sampling of the projects from the last three years.

1

Use an integrated, clear and transparent engagement process.

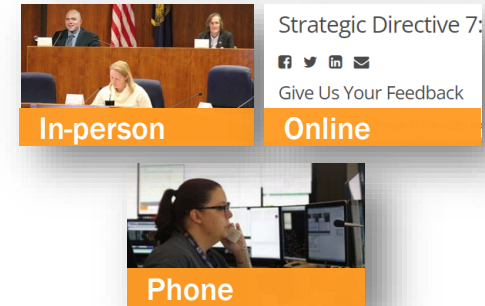


Our strong foundation has helped us scale and navigate more work, in both complexity and volume.

Integrated, clear, transparent engagement process



Meaningful ways for customer-owners to participate and provide feedback



Representative of the interested and/or impacted customer segments



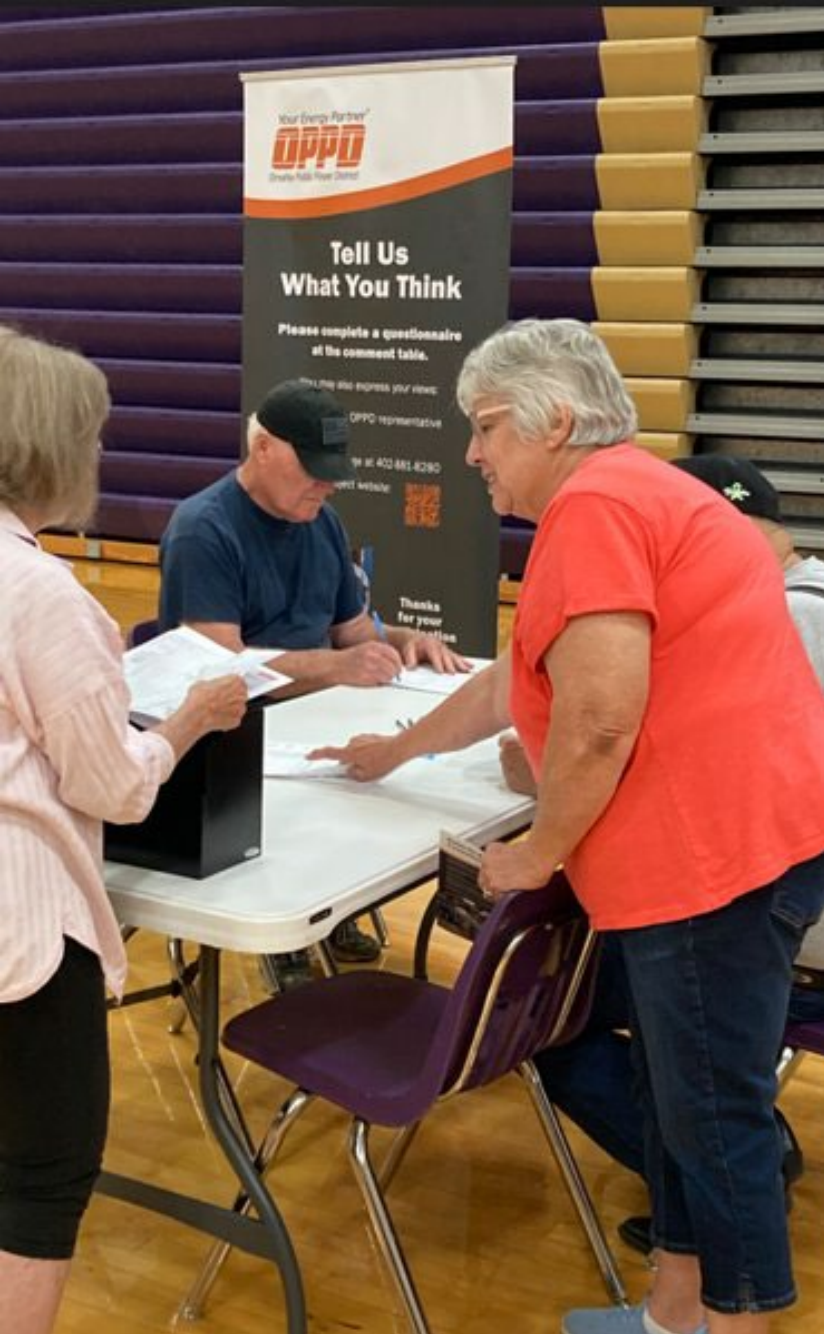
1

Use an integrated, clear and transparent engagement process.



OPPD's efforts and alignment with IAP2 allows for accessibility to staff and leadership and transparent and consistent engagement

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen Advisory committees • Consensus building • Participatory • Decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated • Decisions



Cass to Sarpy Transmission Project

June 2023 - Ongoing

Inform

- Educate the purpose and need for the project
- Many misconceptions about need for project and its relation to other solar projects

Consult

- Employees and local leaders provided great feedback in advance of the open houses for awareness of community concerns

Involve

- Involve stakeholders in the routing and siting process through two rounds of open houses
- Engage and solicit feedback from directly impacted stakeholders to help select the best route and alignment.

Results

- 33 local leader meeting attendees
- 267 open house attendees
- 127 interactive mapping comments received
- 122 project questionnaires received
- Based on post-event survey results, nearly **87%** of respondents agreed that the purpose and need for the new transmission line were adequately explained.

Cass to Sarpy Transmission Project

June 2023 - Ongoing



Cass-to-Sarpy Transmission Project

This questionnaire will help the routing team understand your interests and concerns, and your comments will be considered in the route selection process. Please complete this after you have reviewed the information presented today.

ABOUT YOU

1. How did you hear about the project? Letter Ad Social Media _____

2. If you would like to be notified once the final route has been selected, please enter your contact information below. (Contact information is considered confidential.)

Name: _____ Phone: _____
 Address: _____ Zip Code: _____
 Email: _____

PROJECT NEED

3. Do you believe the purpose/need for this transmission line has been explained adequately?

Yes No Uncertain

If "no" or "uncertain", what additional information would be helpful to you?

LINE ROUTING CRITERIA

4. The routing of a transmission line involves many considerations. From the list of routing factors below, please circle the number corresponding to the level of importance to you.

Factors	Rating					No Opinion
	Not Important	Somewhat Important	Important	More Important	Most Important	
a) Maximize distance from homes	1	2	3	4	5	No Opinion
b) Maximize distance from commercial/ industrial facilities/businesses	1	2	3	4	5	No Opinion
c) Maximize distance from public facilities (e.g.: schools, parks, churches, cemeteries, etc.)	1	2	3	4	5	No Opinion
d) Maximize line length along property lines and road right of way	1	2	3	4	5	No Opinion
e) Maximize the use of existing utility easements	1	2	3	4	5	No Opinion
f) Minimize crossing wetlands, floodplains, and streams/ rivers	1	2	3	4	5	No Opinion
g) Minimize the need for tree clearing	1	2	3	4	5	No Opinion
h) Minimize crossing pastures/cropland/open land	1	2	3	4	5	No Opinion
i) Minimize overall route length (total miles)	1	2	3	4	5	No Opinion
j) Minimize the number of direction changes	1	2	3	4	5	No Opinion

Inform

- Fact Sheets
- Websites
- Open House
- Educate the purpose and need for the project
- Many misconceptions about need for project and its relation to other solar projects

Consult

- Employees and local leaders provided great feedback in advance of the open houses for awareness of community concerns

Involve

- Engage and solicit feedback from directly impacted stakeholders to help select the best route Feedback solicited through:
 - mapping tools
 - project hotline
 - open house in person feedback through GIS stations and surveys
 - OPPD Community Connect Feedback
 - 1:1 conversations with directly impacted

Results

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- 267 open house attendees
- 127 interactive mapping comments received
- 122 project questionnaires received
- Based on post-event survey results, nearly **87%** of respondents agreed that the purpose and need for the new transmission line were adequately explained.



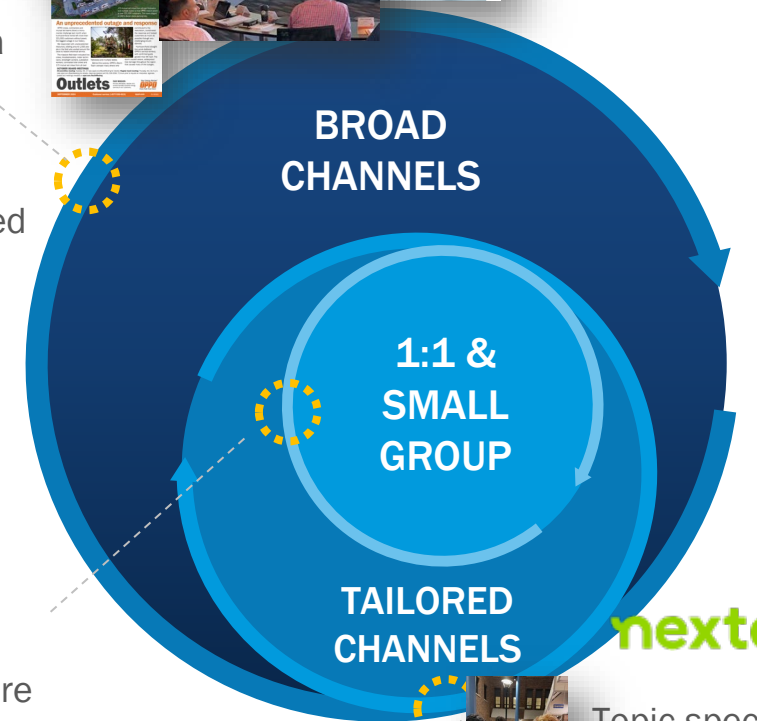
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Share context with customer-owners around key decisions.

A holistic view of our ecosystem has helped evolve how, when and where we share context.



- The Wire
- Social media
- Outlets
- Public board events
- Paid & earned media



- Account executives
- Customer care interactions
- Govt. relations
- Community relations



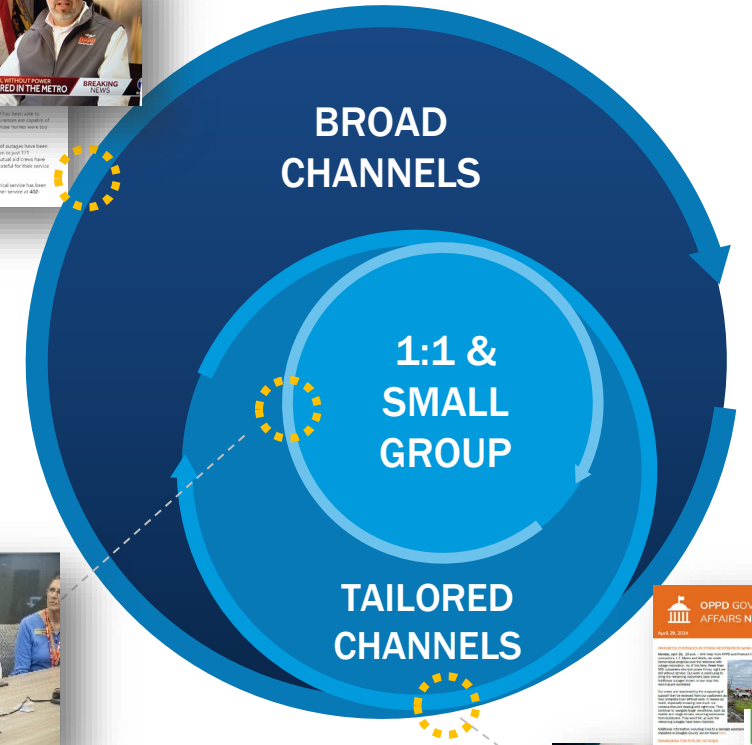
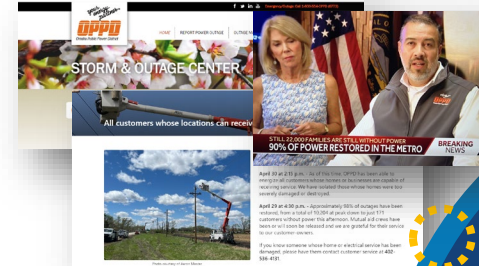
nextdoor

- Topic-specific outreach events
- Targeted email
- Targeted social media outreach

2

Share context with customer-owners around key decisions.

Shifting to an ecosystem view allows for a more integrated approach, as seen during the historic July storm response.



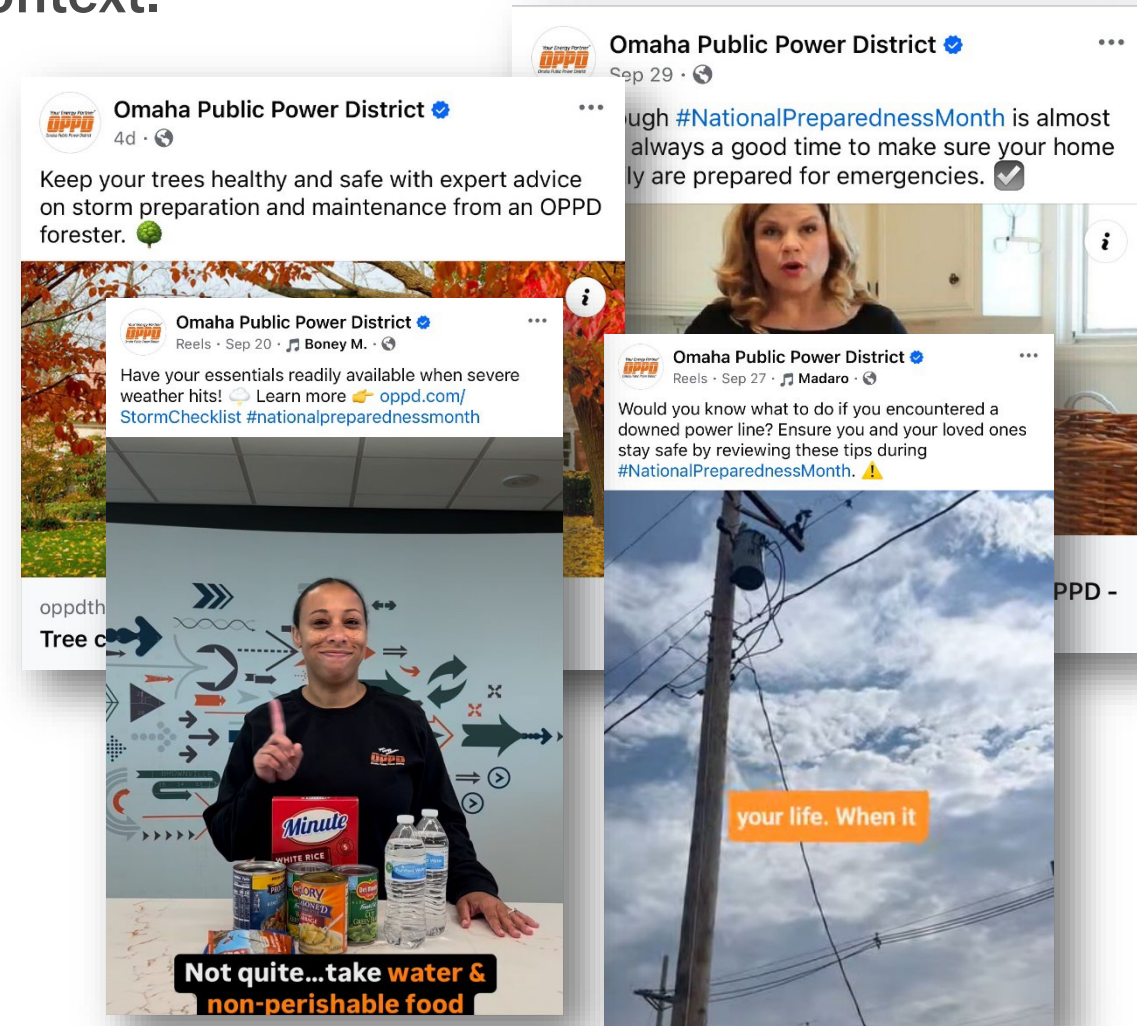
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2

Share context with customer-owners around key decisions.

We've learned from our July storm response and are now sharing more frequent, practical content to provide clearer context.



2

Share
context with
customer-
owners
around key
decisions.

We also continue to share context within existing dedicated efforts.



North Omaha Engagement

Ongoing

Objectives

- Strengthen trust through education, relationship building and transparent communication

Outreach & Engagement

- Proactive and continued touchpoints with Ad Hoc, HOAs and ONE
- Utilize local media for education
- Community based events and programs- Habitat, Resource Fair
- New community partnerships:
 - Julian Young Business Advisors
 - Blair Freeman
 - Girls, Inc./Eureka! STEM program
 - Boys & Girls Clubs
 - Abide
 - Omaha Bridges Out of Poverty

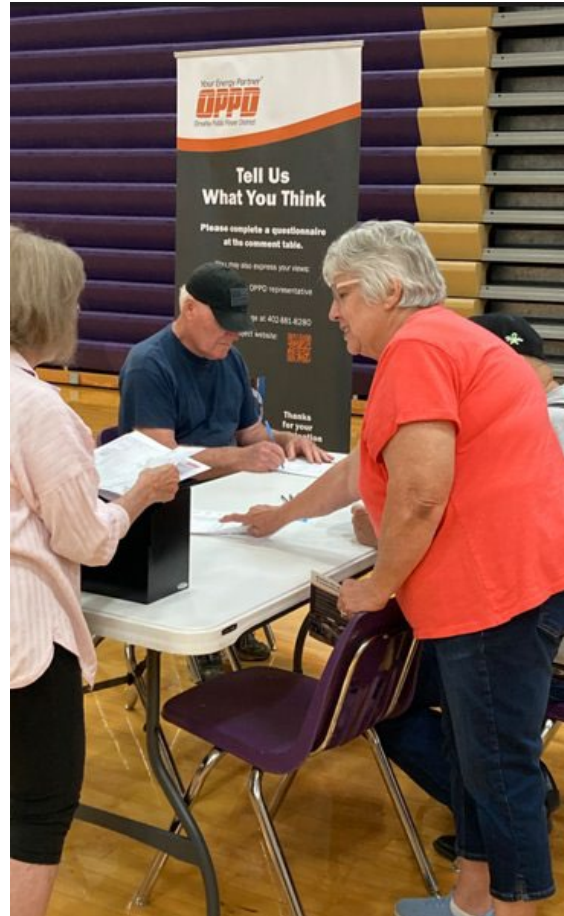
Outcomes & Lessons Learned

- Community leaders – both formal and informal – want ongoing communication and regular touchpoints
- Use of new and creative outreach efforts resulted in positive attendance at the Resource Fair
- Listening continues to be essential to build trust and learn what customers need
- Our current community partners have been strong influencers for new and improved relationships

2

Share context with customer-owners around key decisions.

We also continue to share context within existing dedicated efforts.



Cass to Sarpy Transmission Project

June 2023 - Ongoing

Objectives

- Educate, engage and solicit feedback from stakeholders to help select the best route that minimizes adverse impacts, is economically viable and environmentally considerate

Outreach & Engagement

- Engaged employees living in the study area
- Local leader meetings; 2 in each county
- Open houses; 2 in each county
- OPPD Community Connect
- Project Hotline

Outcomes & Lessons Learned

- Employees and local leaders provided great feedback in advance of the open houses for awareness of community concerns
- Many misconceptions about need for project and its relation to other solar projects
- Promotions of open house through several tactics provided thorough awareness and good attendance: Ads (local papers and Cassgram), posters, letters, postcards, social media

2

Share context with customer-owners around key decisions.

We also continue to share context within existing dedicated efforts.



K-Junction Solar

Ongoing

Objectives

- Earn and reinforce community trust through the power of education
- Foster meaningful relationships
- Maintain transparent communication.

Outreach & Engagement

- Community Conversation
- York County elected & appointed officials
- McCool Junction leaders
- Community influencers
- Community group presentations
- Participating landowner events
- OPPD Community Connect

Outcomes & Lessons Learned

- Modeled North Omaha community conversation, utilizing moderator and facilitated discussion
- Transparent communication is highly valued by community leaders and residents
- Consistent outreach and engagement has fostered community trust
- Encouraging open dialogue through difficult conversations has improved communication
- Accurate information is essential for maintaining productive communication
- Education & advocacy

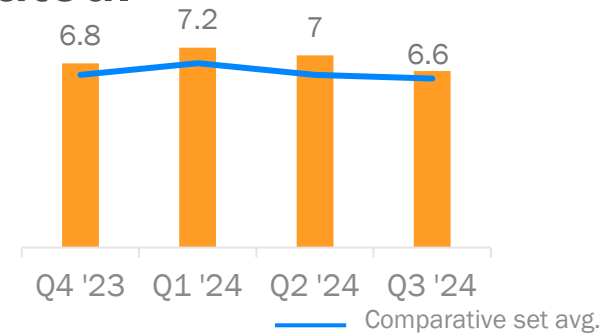
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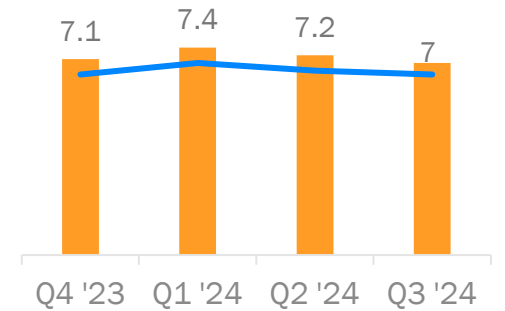


Some results within our JD Power residential study indicate that our efforts are appreciated.

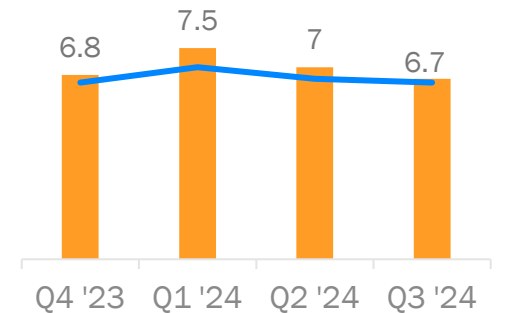
Q4 2023-Q3 2024
JD Power Residential Study
Efforts to develop supply plans for the future



Q4 2023-Q3 2024
JD Power Residential Study
Variety of communications used



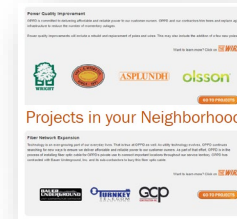
Q4 2023-Q3 2024
JD Power Residential Study
Efforts to communicate changes



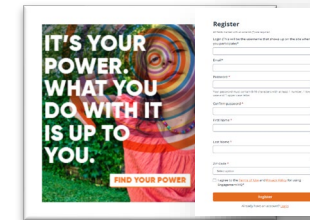
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Continuously evaluate and improve its outreach and engagement processes.

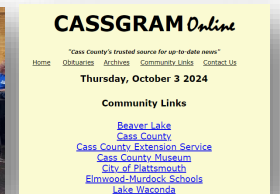
We're making strides in our breadth of outreach, and we see opportunities to increase our depth.



Improvement: new approaches



Improvement: proactively encouraging engagement



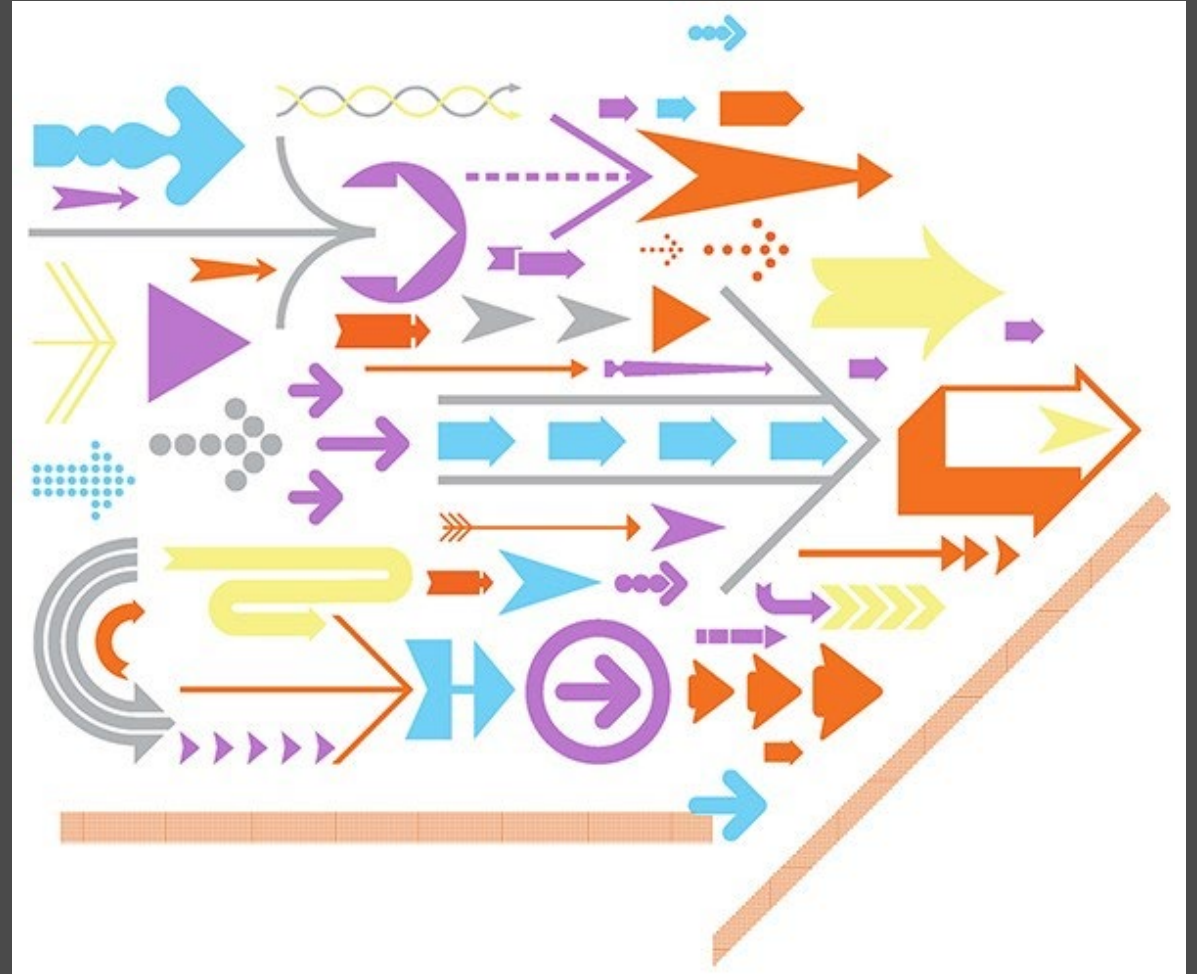
Opportunity: deeper, more tailored community relationships

Recommendation

The Customer & Public Engagement Committee has reviewed and accepted this Monitoring Report for SD-13 and recommends that the Board find OPPD to be sufficiently in compliance with Board Policy SD-13.

Any reflections on

**what has been
accomplished, challenges
and/or strategic
implications?**





Action Item

BOARD OF DIRECTORS

October 15, 2024

ITEM

SD-13: Stakeholder Outreach and Engagement Monitoring Report

PURPOSE

To ensure full Board review, discussion and acceptance of SD-13: Stakeholder Outreach and Engagement Monitoring Report.

FACTS

- a. The first set of Board policies was approved by the Board on July 16, 2015. A second set of Board policies was approved by the Board on October 15, 2015.
- b. Each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process.
- c. The Customer and Public Engagement Committee is responsible for evaluating Board Policy SD-13: Stakeholder Outreach and Engagement.
- d. The Customer and Public Engagement Committee has reviewed the SD-13: Stakeholder Outreach and Engagement Monitoring Report, as outlined on Exhibit A, and is recommending that OPPD be found to be sufficiently in compliance with the policy as stated.

ACTION


The Customer and Public Engagement Committee recommends Board approval of the 2024 SD-13: Stakeholder Outreach and Engagement Monitoring Report.

RECOMMENDED:

Signed by:

 48056A9ADE8A408...
 Lisa A. Olson
 Vice President – Public Affairs

APPROVED FOR BOARD CONSIDERATION:

Signed by:

 AC389FDCE50247E...
 L. Javier Fernandez
 President and Chief Executive Officer

Attachments:
Exhibit A – Monitoring Report
Resolution